

McKAY'S MARKET, 1948. CURRENTLY THE GOODWILL STORE
LOCATED AT 1015 RIVER ROAD.



THE SETTLEMENT OF THE RIVER ROAD AREA BEGAN DURING THE 1850s WHEN HOMESTEADERS ESTABLISHED LARGE FARMS ON DONATION LAND CLAIMS. THESE FARMS WERE PARCELED OFF INTO INCREASINGLY SMALLER RESIDENTIAL LOTS. BECAUSE LAND SOLD AT DIFFERENT TIMES, THE AREA EXHIBITS A MIXED PATTERN OF RESIDENTIAL ENCLAVES AND A VARIETY OF ARCHITECTURAL STYLES.

THE AGRICULTURAL HERITAGE IS APPARENT IN REMNANTS OF A FEW ORCHARDS AND BARNS, AS WELL AS THE ABUNDANCE OF LARGE ESTABLISHED GARDENS AND RESIDENTIAL LANDSCAPES.

THIS TOUR HIGHLIGHTS THE DIVERSE BUILDING STYLES, LUSH LANDSCAPES, AND UNIQUE CHARACTER CREATED BY THE GRADUAL EVOLUTION OF HISTORIC RIVER ROAD FARMS INTO SUBURBAN NEIGHBORHOODS.

A Bicycle Tour of the Historic River Road Area



1 - 120 FIR LANE (TUDOR REVIVAL, 1927)
DESIGNED FOR THE POTTER FAMILY BY TRUMAN PHILLIPS
OF THE HUNZICKER AND SMITH FIRM. JOHN HUNZIKER
WAS EUGENE'S FIRST LICENSED ARCHITECT.

2 - 370 RIVER ROAD (VERNACULAR, C. 1901)
CITY LANDMARK - THE JOHANSEN-MOODY HOUSE

3 - 390 RIVER ROAD (BUNGALOW, C. 1926)
CITY LANDMARK - THE ELGAARD HOUSE
FARMHOUSES BUILT BY EARLY DANISH SETTLERS SHOW
THE INFLUENCE OF THEIR LARGE DAIRY FARMS ON THE
DEVELOPMENT OF THE RIVER ROAD AREA.

4 - 405 RIVER ROAD (FOUR-SQUARE, C. 1902)
CITY LANDMARK - THE POTTER HOUSE
UPSCALE HOUSE ASSOCIATED WITH THE INFLUENTIAL
POTTER FAMILY.

5 - 485 RIVER ROAD (BUNGALOW)
6 - 116 HANSEN (BUNGALOW)
7 - 138 HANSEN (BUNGALOW)
8 - 156 HANSEN (BUNGALOW)
9 - 110 MAYFAIR (BUNGALOW)
ONE OF EUGENE'S MOST POPULAR STYLES, BUNGALOWS
OFTEN FEATURE BROAD PORCHES AND PROMINENT
GABLES BUT INDIVIDUAL HOUSES VARY GREATLY.

10 - 695 WALNUT (1940)
A COMBINATION OF ARCHITECTURAL STYLES
WITH PROMINANT CLASSICAL COLUMNS.

11 - 720 WALNUT (MINIMAL TRADITIONAL)
POST WORLD WAR II HOUSE TYPIFIED BY THE LACK OF
ROOF OVERHANG AND AN OCTAGON SHAPED WINDOW.

12 - 725 WALNUT (ENGLISH COTTAGE)
PICTURESQUE HOUSE WITH A UNIQUELY TAPERED PORCH
ENTRANCE REPRESENTING THE BUILDER'S PERSONAL
INTERPRETATION OF THE STYLE.

13 - 1146 PARK (MINIMAL TRADITIONAL)
WILLOWS, LOCUSTS AND OTHER HISTORIC TREES
SURROUND THE PONDS ALONG SUNNYSIDE.

14 - 845 PARK (1936)
A COMBINATION OF ENGLISH COTTAGE AND NORMAN
FARMHOUSE ACCENTED BY AN ATTACHED GARAGE.

15 - PARK AVENUE (DOUGLAS FIR TREE CANOPY)
THE NORTH SIDE OF THE ROAD IS PRIMARILY 1920-30'S
HOUSES. THE SUBDIVISION OF A LARGE ORCHARD ON
THE SOUTH SIDE MADE ROOM FOR THE CONSTRUCTION
OF RANCH STYLE HOUSES IN THE 1940'S.

16 - 490 PARK (RANCH, C. 1940)
THE PROMINENT GARAGE PLACEMENT REFLECTS THE
INCREASING IMPORTANCE OF THE AUTOMOBILE.

17 - 22 PARK (GOTHIC VERNACULAR, C. 1870)
POSSIBLY THE EARLIEST OF THE REMAINING FARM-
HOUSES IN THE RIVER ROAD AREA.

18 - 805 RIVER ROAD (VERNACULAR)

19 - 295 SUNNYSIDE (C. 1930)
BUILT IN THE POPULAR ENGLISH COTTAGE STYLE.

20 - 304 SUNNYSIDE (KIT-HOUSE, C. 1930)
GORDON VAN-TINE / MONTGOMERY WARD

21 - 550 SUNNYSIDE (KIT-HOUSE, 1945)
STERLING HOMES
KIT-HOUSES WERE COMPLETE HOUSES PURCHASED
THROUGH A CATALOG AND SHIPPED IN PIECES. PART
NUMBERS ON EACH OF THE PIECES HELPED IN THEIR
ASSEMBLY ON THE BUILDING SITE.

22 - 720 SUNNYSIDE (NORMAN FARMHOUSE)
NOTICE THE MATCHING SINGLE-CAR GARAGE.

23 - POST WAR SUBDIVISION
TYPICAL POST WAR SUBDIVISIONS ARE CHARACTERIZED
BY SMALLER LOTS. THE INTRODUCTION OF CUL-DE-SACS
REPRESENTS A SHIFT FROM THE ORDERED STREET GRID.
THE PROMINENCE OF ATTACHED GARAGES HIGHLIGHTS
THE STATUS OF THE AUTOMOBILE.

24 - 1027 WILLA (C. 1960)
GLASS IS OFTEN THE MATERIAL OF CHOICE FOR SOUTH
FACING WALLS DURING THE 1960S.

25 - 120 HILLIARD (C. 1950)
RIVER ROAD ELEMENTARY SCHOOL

26 - RED BARN
LARGE BARN MOST LIKELY ASSOCIATED WITH AN
EARLY FARM ALONG RIVER ROAD.

27 - GOODWILL STORE
1019 RIVER ROAD (1948) SEE COVER PHOTO

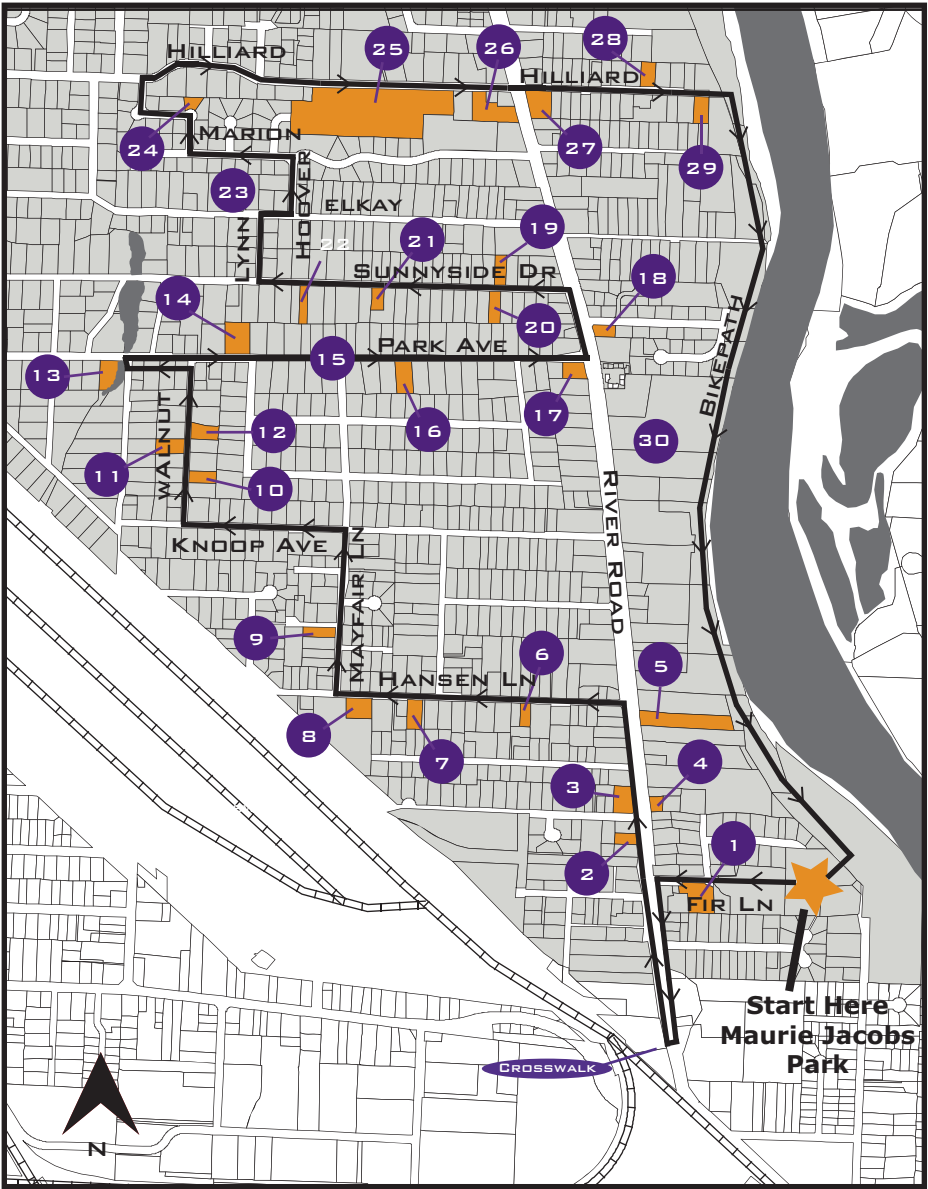
28 - 133 HILLIARD (MODERN, 1953)

29 - 150 HILLIARD (MINIMAL TRADITIONAL, 1948)

30 - RASOR PARK
RE-CREATION OF NATIVE PRAIRIE AND OAK SAVANNAH
ON THE SITE OF A FORMER ORCHARD.



LOWER RIVER ROAD MAP



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